

## **Specific Media Relations Programs**

### **Description**

Gold, Silver, and Bronze awards may be given to superior achievement in a particular media relations activity that addresses a narrowly targeted communications need. Programs may be aimed at external or internal audiences and may use traditional and non-traditional tools. Programs entered may include but are not limited to:

- \* Brand and image management;
- \* Programs to enhance presidential visibility;
- \* Institutional initiatives such as the environment or to launch new programs; and
- \* Programs to reach specific target audiences.

### **Judging Criteria**

Judges will look at:

- \* Program objectives and how they support your institution's mission;
- \* Scope of the program;
- \* Research and strategic planning;
- \* Quality and diversity of materials;
- \* Understanding of your target audience(s);
- \* Innovative and creative ideas;
- \* Effective use of available resources; and
- \* Results (Did you meet your goals? How?)